Year Ending 1996 MSA Shipment Volumes

Philip Morris USA
CONFIDENTIAL

	Billions of Cigarettes	Market Share (%)
Marlboro KSF B	37.9748	7.8582
Marlboro Lt KSF B	37.4835	7.7566
Marlboro KSF	17.3262	3.5854
Marlboro Lt KSF	16.6722	3.4500
Marlboro Lt 100 B	11.7182	2.4249
Marlboro 100 B	7.6418	1.5813
Marlboro Lt 100	7.2502	1.5003
Marlboro 100	4.5675	0.9452
Marlboro Medium KSF B	4.1412	0.8569
Marlboro Lt KSF M B	2.0391	0.4220
Marlboro Medium KSF	1.5215	0.3149
Marlboro KSF M	1.4206	0.2940
Marlboro Medium 100 B	1.3345	0.2762
Marlboro Lt 100 M B	1.2289	0.2543
Marlboro Medium 100	0.6534	0.1352
Marlboro KSF 25 8Pk	0.5979	0.1237
* Marlboro B/W Ult KSF B	0.5958	0.1233
Marlboro KSF M B	0.4848	0.1003
* Marlboro B/W Ult 100 B	0.3971	0.0822
Marlboro Lt KSF 25 8Pk	0.3849	0.0796
Marlboro Lt KSF M (2)	0.2610	0.0540
Marlboro Lt 100 M (2)	0.2308	0.0478
NO Marlboro Lt KSF B 1/2 Ctn	0.0731	0.0151
NO Marlboro KSF B 1/2 Ctn	0.0656	0.0136
NO Marlboro Lt KSF 1/2 Ctn	0.0620	0.0128
NO Marlboro KSF 1/2 Ctn	0.0548	0.0113
NO Marlboro Medium KSF B 1/2 Ctn	0.0188	0.0039
NO Marlboro Medium KSF 1/2 Ctn	0.0130	0.0027
TOTAL Marlboro	**156.21**	**32.33**
Basic Lt 100	3.7116	0.7681
Basic 100	3.2646	0.6756
Basic KSF	2.5922	0.5364
Basic Lt KSF	2.5665	0.5311
Basic Ult 100	2.4675	0.5106
Basic Lt 100 M	2.4002	0.4967
Basic Lt KSF M	1.2921	0.2674
Basic Ult KSF	1.2124	0.2509
Basic KSF B	0.8703	0.1801
Basic Lt KSF B	0.7726	0.1599
Basic 100 M	0.6602	0.1366
Basic KS NF	0.5941	0.1229
Basic KSF M	0.4184	0.0866
Basic KSF M B	0.3432	0.0710
TOTAL Basic	**23.1659**	**4.7938**
Total US Market (MSA)	**483.2479**	
Total US Market (Maxwell)	**483.30**	

Do not need to pick up 1 of the brands

* Test market brands (not available in Mass.)

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Source: https://www.industrydocuments.ucsf.edu/docs/ggfl0001